

## REMARKS

Reconsideration of this patent application is respectfully requested in view of the foregoing amendments, and the following remarks.

The amendments to this patent application are as follows. The Specification on Page 4 has been amended to cancel the word "preliminarily." Structure has been added to claim 41 for the "device for generating" on the basis of information contained in the description (see the third paragraph counting from the end of the description). In claim 41, the word "preliminarily" has been cancelled. No new matter has been added.

Also claim 41 has been amended to cancel "said device for generating being programmed with capabilities for forming of said set according to a chosen procedure of different sequencing of the provided requested information and advertising information or of simultaneous presentation of requested and advertising information."

It is firmly believed that a "device for generating being programmed with capabilities for transmitting a list of advertising services to a user after his corresponding request and with capabilities for forming of said set of requested information and of advertising information of the type according to the user's choice of the advertising service" is not obvious

to one having ordinary skill in the art at the priority date of the invention. Also, such a device has not been disclosed by *Boylan (U.S. Publication No. 2004/0194138)*. Interactive program guide on a television does not provide capabilities for transmitting a list of advertising services to a user after his corresponding request and for forming of a set of requested information and of advertising information of the type according to the user's choice of the advertising service.

Claim 57 has been cancelled. New dependent claim 59 has been added to recite the language cancelled from claim 47.

For all of the reasons set forth above, all the claims, including claim 41, are now in complete compliance with all the requirements of 35 U.S.C. 112. Withdrawal of this ground of rejection is respectfully requested.

The Applicants comment upon the prior art rejections of the claims as follows.

The present invention is directed to an information system including at least one user's device connected via a connection unit to a memory device for storing information, characterized by including into said system a device for generating a set of requested information and advertising information, connected to the memory device for storing information and to the connection unit, and comprising an entry for inputting the advertising

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information, and also by including into said system an advertising information memory device, connected to said entry of said device for generating, and said device for generating being programmed with capabilities for transmitting a list of advertising services to a user after his corresponding request and with capabilities for forming of said set of requested information and of advertising information of the type according to the user's choice of the advertising service.

After having thoroughly reviewed the prior art cited by the Patent Examiner, it was decided to amend independent claim 41 so that the difference between the usual TV set and the claimed system was clearly pointed out. The text of the now amended independent claim 41 has amended features of the device for generating on the basis of information contained in the description.

It is clear from the now amended claim 41 that the device for generating works according to the one of programmed procedures with different sequencing of requested and advertising information. The specific procedure is chosen and the set of information is formed in chosen mode and then presented to the user; and said device for generating being programmed with capabilities for transmitting a list of advertising services to a user after his corresponding request and with capabilities for forming of said set of requested information and of advertising

information of the type according to the user's choice of the advertising service.

In the cited patent to *Gerszberg*, forming of a set of information in chosen sequence does not take place. A television is not capable of performing such a procedure. The user has to change channels but he cannot control the sequencing of interesting to him requested information (program) and advertising information. When an interesting program is interrupted by advertising information he has to watch it, or to watch another program, but not that programming which is very interesting to him. In the claimed system, the user himself can choose the mode (sequencing) of presenting information.

Please note that the Russian text of the PCT application contains the term ("preliminarily") in the paragraph on page 4 of the section "The preferred version..." So the last part of this paragraph is translated more correctly as: "...using the device for generating a set of requested and advertised information preliminarily before it is provided to the user."

Nevertheless, the present Specification has been amended on Page 4 to cancel out this terminology, "preliminarily."

Neither *Gerszberg U.S. Patent No. 6,292,210*, nor *Boylan U.S. Publication No. 2004/0194138* teach or suggest the present invention, as now claimed, especially wherein said device for

generating being programmed with capabilities for transmitting a list of advertising services to a user after his corresponding request and with capabilities for forming of said set of requested information and of advertising information of the type according to the user's choice of the advertising service.

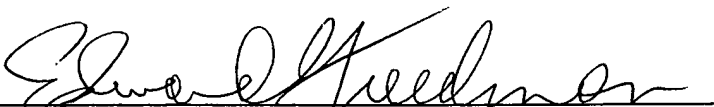
For all these reasons, none of the prior art references provide an identical disclosure of the claimed invention. Hence the present invention is not anticipated under 35 U.S.C. 102. Withdrawal of this ground of rejection is respectfully requested.

For all the reasons set forth above, the present invention, and all the claims, are believed to be patentable under 35 U.S.C. 103 over all the prior art applied by the Patent Examiner. Withdrawal of this ground of rejection is respectfully requested.

A prompt notification of allowability is respectfully  
requested.


Respectfully submitted,  
MOISEEV ET AL-1 PCT

COLLARD & ROE, P.C.  
1077 Northern Boulevard  
Roslyn, New York 11576  
(516) 365-9802  
ERF:lgh

  
Allison C. Collard, Reg.No.22,532  
Edward R. Freedman, Reg.No.26,048  
Frederick J. Dorchak, Reg.No.29,298  
Attorneys for Applicant

EXPRESS MAIL NO. EM 184 378 392 US  
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Amy Klein